

THE SUN, SUNDAY, MARCH 29, 1914.

# ACHIEVEMENT, WATCHWORD OF MR. JOHN WANAMAKER

C. R. Macauley Spends a Day With the Remarkable Man Who, Starting on a Salary of \$1.25 a Week, by Constant "Sticktoitiveness" Has Established a Great Mercantile Enterprise--A Pioneer in Honest Advertising

By C. R. MACAULEY.

John Wanamaker had accomplished nothing more during his lifetime than to associate high ideals with a great mercantile enterprise and weld them inseparably together he would have been building big. Having achieved this and while he still goes vigorous and active, to his daily work, it is appropriate that he should be known as the "Merchant Prince of America."

Mr. Wanamaker's workday is not limited to the hours he spends in his suite of offices on the seventh floor of the Philadelphia establishment. He works from the time he leaves his bed early in the morning until he returns there at night for a well earned rest. In motor cars, on trains, driving through tunnels, chugging across rivers on ferryboats, John Wanamaker is constantly working.

Shortly after the doors of his store have opened for the day and almost before the army of salesmen and saleswomen have uncovered their wares Mr. Wanamaker has taken his place behind his big flat topped mahogany desk. From this vantage point, like a captain on the bridge of a great liner, he directs every department of his vast business. He details no trifling to enlist his attention. He keeps in close touch with every corner of his store from basement to top floor and maintains an acquaintance with everything that goes on in each corner. Achievement is Mr. Wanamaker's watchword. He carefully marks the goal and then "Full speed ahead" is the order. He drives on at an amazing pace and those about him must step lively to keep up with him.

Mr. Wanamaker has reduced big advertising to a science. Perhaps more than any one man in the United States John Wanamaker has succeeded in establishing the value of honest statements to the reading public. For the reason that he was a pioneer—that he blazed the way—Mr. Wanamaker has set the pattern for great merchants throughout the country. He has translated white paper into money that goes across his counters and this translation has been achieved through his intimate knowledge of just what he has to sell and his remarkable ability of making store news alive and interesting. As an example of the importance Mr. Wanamaker attaches to this department of his business it is enough to say that the signed "editorial," appearing daily among the Wanamaker announcements, is almost invariably written before he sets foot inside his office in the morning. These are written by his own hand in strong, even and condensed characters. Sometimes they are composed in his home and usually an odds and ends of paper. Often he writes them en route to his store, and if he happens to have a red envelope about him he uses that as a background for the statement to be issued to the buying public on the next day.

For these "editorials" he draws inspiration from every source. Crossing the Hudson River in a ferryboat from Jersey City to New York recently Mr. Wanamaker's attention became fixed upon a noisy, businesslike little tugboat that was towing an overhauled great hulk to its mooring. Result—an interesting simile applied to his own business in the next day's newspapers.

Though born in 1838, Mr. Wanamaker does not look a year above 50. The glint of his gray eyes has lost the keenness of youth. He is robust, genial faced and his hair is but just graying at the temples. He apparently has stopped growing old and ceased counting his years, though his first breath was drawn before railroads had made much progress in this country; before the time of the perfected telegraph system, the telephone, the electric light, the wireless, the typewriter and even the steam printing press.

The son of a brick maker, John Wanamaker's first business experience was "turning bricks" and doing odd chores about the yard. He was the oldest of seven children and early in his boyhood was obliged to give up going to school to earn his own way in life.

His first job was in a publishing house in Philadelphia; his wages \$1.25 a week. Then he found a place in a clothing store at \$1.50 a week. From there he went to Tower Hall, the famous old clothing house of Col. Bennett. During these boyhood days John Wanamaker began to put personality into business. The customers of Tower Hall began to ask when they came into the store, "Where is John?" and insisted that he supply their sartorial wants.

In 1861 this boy "John" had managed, by careful economy, to save \$1,900. With his friend Nathan Brown, under the firm name of Wanamaker & Brown, he then began business for himself. Their small store was at Sixth and Market streets, Philadelphia, on the site of what was once the home of the immortal George Washington. Wanamaker & Brown's first day's sales amounted to the stupendous sum of \$24.67. The first year's sales aggregated \$24,367. To-day the business of Mr. Wanamaker must be summed up in the tens of millions. It is estimated that during his entire business career Mr. Wanamaker has distributed into the homes of the American public merchandise reaching half a billion dollars in value. Yet with all these activities behind him he is planning and working diligently every day from 8 o'clock in the morning until 7 in the evening with all the buoyancy, enthusiasm and strength of a young man with all his life before him.

Col. Bennett, who had Tower Hall when John Wanamaker first started as an errand boy, once said: "John seems to be a natural born organizer. He is always organizing something." This has apparently been true of Mr. Wanamaker all his life. He is a conspicuous type of the self-educated American who has succeeded in climbing the mercantile ladder from the first rung to the top. His powers of concentration are remarkable and he is a good listener as

well as an entertaining and engaging conversationalist.

During President Harrison's administration Mr. Wanamaker found time to become a public servant in another capacity than that of providing for the public's mercantile needs. During the four years that he held the portfolio of Postmaster-General he introduced into the Post Office Department many improvements, notably, sea post offices, abolishing the lottery, enlarging free delivery and establishing rural delivery of mail. He reorganized the entire postal service of the Pacific slope and largely increased the mailing facilities in remote sections of the country. He was an earnest advocate for better roads to facilitate the mail deliveries. He championed postal telegraph and postal saving depositories. He inaugurated the movement for a comprehensive parcel post.

On the wall fronting his desk in a large oil portrait of Gen. Benjamin Harrison. Mr. Wanamaker often looks at it and with a twinkle of quiet humor says: "There is the only boss I ever had."

There is a deeply imaginative and poetic side to Mr. Wanamaker's character. In his office he has surrounded himself with many things that strongly emphasize this characteristic of the great merchant. There are rows upon rows of exquisitely bound books. Rare prints adorn the walls. Three bronze busts of Abraham Lincoln look down upon him as he works.

Some of the rooms of his suite on the seventh floor of the Philadelphia building were transported in toto from the Wanamaker exhibit in the St. Louis Exposition. One of these, a music room, to which he is in the habit of retiring for extreme privacy, has a great stained glass window that reveals the legend around which Richard Wagner constructed his immortal opera of Tristan and Isolde.

Occupying another part of the interesting seventh floor is a private art gallery. Here two colossal paintings epitomizing the life work of Mihaly Munkacsy, "Christ Before Pilate" and "The Crucifixion," are to be seen. No price has ever been placed upon these masterpieces. They are not for sale. Often the great merchant enters this impressive room alone, remaining there for half an hour or more. Who can say what inspiration he receives for his daily tasks from these solitary visits.

As a further example of the poet residing in the merchant, the writer is privileged to present a number of epigrams and maxims culled from Mr. Wanamaker's daily advertisements.

"Books go well with gardens."

"Somebody must have a vision and put years of strength and power back of it to shape things toward the ideal."

"I have always had a broom in my hand."

"We are not the mere automata of business. We are men and women reaching out heart and hand to make



"Somebody must have a vision and put years of strength and power back of it to shape things toward the ideal."

life easier and to make the world happier. "Business must rest upon the uncrumbling foundation of confidence in one another." "Business to my mind is the means to exchange knowledge, labor or skill for a living." "Strength in all around and justice in every part." "It is difficult to keep the business tracks clear of business grasshoppers." "A misplaced light on the shore has

led to many a shipwreck. It is equally fatal to a storekeeper if his advertising chief handles a light that misleads." "Not to be afraid is something, but courage to go straight on is infinitely more." "Keep up the old standards, and day by day raise them higher." "I think we have tried to do our best, but the best is yet to come." "We arrive rather than begin is the real thing." "You and I have simply found some

work to do, and we have borne hard upon it." "Every great undertaking is made up of the sum of past endeavors, plus ambition and the new visions." "Every man and woman is capable of making a discovery that may be important and useful to the world." "On every road there is some young man coming on." "Each new achievement is but a point to camp on for the night only—the next morning to awake early and climb."

"Let them consider. In the meantime we will march on." "There are knights of politeness and princes of sunshine." "Mankind is one family." "Each time that a woman bakes gingerbread it ought to be better gingerbread than that which came out of the oven the time before." "Sunsets are roses along the way." "I never look at a sunrise feeling that it does not give me a sunrise feeling." "Tell your story and quit."



## SOCIETY ANNOUNCES MANY ENGAGEMENTS

Continued from Fourth Page.

Macrae Ingersoll, to Dr. John H. Cunningham. Miss Ingersoll, who was introduced to society a few years ago, is a sister of Miss Coline Ingersoll, who is one of the debutantes of this season. No date has been set for the wedding.

Another engagement announced recently was that of Miss Margaret Wynne Jones, a daughter of Mr. and Mrs. J. Levering Jones of Philadelphia and this city, to W. Franklyn Paris. The wedding will take place soon after Easter, after the arrival from England of Miss Jones's mother.

The wedding of Miss Anne Pendleton Rogers, daughter of Mr. and Mrs. Archibald Rogers, to J. Griswold Webb, son of the late H. Walter Webb, will be celebrated on May 16 in Hyde Park on Hudson, where Mr. and Mrs. Rogers have their country place. Miss Rogers was maid of honor at the recent wedding of her cousin, Miss Emily Rogers, to Henry Kelly Brent in St. Bartholomew's Chapel. Full details for the wedding have not yet been arranged.

### GENERAL NOTES OF SOCIETY.

ONE of the notable events for Easter week is the annual spring dance of the Junior Aid League of the German Hospital and Dispensary, to be held at the Hotel Plaza on April 13 for the benefit of the children's department of that institution. The department is a new one in the hospital and the league hopes to raise a sufficient fund from the dance to completely furnish it with linen. Dr. Rudolph Duryea Moffett is chairman of the entertainment committee and assisting him are Miss Elsie M. Cholet, Miss Marianna Kroehle, Miss Wilhelmine H. Peper, John A. Horn, Frederick W. Kroehle, Jr., and Carl P. Krollmeier. The patronesses are Mrs. Fritz Achelis, Mrs. Thomas H. Baucha, Mrs. Carl P. Boker, Mrs. Joseph Burghard, Mrs. George H. Chatillon, Mrs. Hermann Elmsner, Mrs. James Fellows, Mrs. J. A. Ferguson, Mrs. Charles F. Kroehle, Mrs. Rudolf Keppler, Mrs. Adrian Iselin 23, Mrs. Edwin Hines, Jr., Mrs. Bernhard Greed, Mrs. Ulysses S. Kahn, Mrs. Florian Krup, Mrs. Joseph Kuhn, Mrs. Walter Lewishon, Mrs. Carl Mies, Mrs. James Moffett, Mrs. Frederick Orth, Mrs. Louis Reiser, Mrs. Hugo Reisinger, Mrs. Jacob Ruppert, Mrs. William R. Knoche, Mrs. John Stemme, Mrs. William A. Spies, Mrs. C. C. Springhorn, Mrs. Richard Stein, Mrs. Ernest Thalman, Mrs. Carl Victor, Mrs. Ernst G. Victor, Mrs. John W. Weber, Mrs. William Zimmerman, Mrs. August Einsner, Mrs. A. von Zedlitz, Mrs. Louis C. Wagner, Mrs. Thomas E. Victor, Mrs. Henry Willard, Mrs. Ulrich Schroeder, Mrs. Martin Rehling and Mrs. George J. Siler.

be a number of well known speakers at the luncheon, among them Edward Sanford Martin, Mrs. Francis S. Bangs is chairman of the committee in charge, which also includes Mrs. Fritz Achelis, Mrs. Ernest R. Adee, Mrs. William Allen, Mrs. Leland B. Brown, Mrs. Cleveland H. Dodge, Mrs. John Greenough, Mrs. William C. Gulliver, Mrs. Edward R. Hewitt, Mrs. Seth Low, Miss Annie B. Jennings, Mrs. Walter B. Jones, Mrs. B. Lehigh, Mrs. Clough C. Overton, Mrs. Barclay Parsons, Mrs. William A. Putnam, Mrs. B. Aymar Sands, Mrs. Henry Seligman, Miss Anna Sands, Mrs. Robert Sturges, Miss Amy Townsend, Mrs. George Wickensham and Mrs. George Zabriske.

The young ladies of the Temple School will give their annual performance for charity at the Plaza on Tuesday evening, April 14. It is entitled "Une Soire Avec Les Pierrettes" and the proceeds from it will be added to the free bed fund of St. Mark's Hospital. Among those who will take part are the Misses Gertrude Warner, Elizabeth Broughton, Helen Wein, Martha Ray, Stewart, Miriam Brady, Florence Cacciatore, Lydia MacNamee, Madeline Corzons, Emily Semple, Jane Tryon, Edna Warner, Kathleen McFadden, Bessie Madison, Callista Lenahan, Nanette Leonard, Mildred Arline, Margaret Jetmore, Nabel Hartwell, Hester Gipson, Lucille Kuhn, Dorothy Buck, Gertrude Mommend, Bessie Shaw, Isabel Scott, Florence Cross, Hallie Twombly, Mary Gage Harris and Consuelo Hill.

The performance will be followed by general dancing. Tickets are \$2.50 and boxes \$25, and may be obtained from the Temple School, 241 Central Park West; St. Mark's Hospital, 181 Second avenue, or at the Plaza.

The first of a series of two lectures by the Right Rev. Mr. Robert Hugh Benson will be given at the Hotel Astor tomorrow evening. The second lecture will be on April 6. The lectures will be under the auspices of the parishoners of the Church of Our Lady of Lourdes, among whom are Mrs. Nicholas P. Brady, Mrs. Leland B. Brown, Mrs. Charles A. Knickerbocker, Mrs. Charles A. Knickerbocker, Mrs. Peter Doelger, Frederic R. Coudert, Mrs. Thomas C. T. Crane, Mrs. Harold Henderson, George J. Gillespie, Miss Katherine McCann, Miss Elizabeth Murray, Miss Cecilia B. Doelger, Miss Georgine Iselin and Adrian Iselin.

Mrs. Benjamin S. Guinness, Mrs. James Madison Bass, Cyril Maude and Miss Marjorie Maude will be the guests of honor at the dance to be given by the British Imperial Club of New York at the Hotel Martiniere on Friday evening.

Justine and Mrs. Bartow S. Weale gave a largely attended reception on Tuesday evening at their home, 24 West Seventy-third street. Mrs. Weale, who wore a gown of white silk brocaded with Dresden flowers, was assisted in receiving by Mrs. Richard H. Stearns, Mrs. John Strong Foster, Mrs. J. C. Turner and Miss Florence Guernsey. Mrs. James Dudley Dusenberry, Miss Lucy Lawrence and Miss Margaret Wheeler presided at the tea table.

The Junior League of the Free Industrial School for Cripple Children will hold its annual afternoon tea and Easter sale at the home of Mrs. Alfred Crichton

Porter, 610 West 111th street, on Friday afternoon.

Under the patronage of Mrs. Arthur Murray Dodge, Mrs. John Henry Hammond, Mrs. Elgin R. L. Gould, Mrs. E. P. Dwight, Mrs. MacDonald Sheridan, Mrs. Walden Hill Brown, Mrs. Adolph Lewishon, Mrs. J. Brewster Macdonald, Mrs. William A. Perry, Mrs. Franklin MacWarner, Mrs. Samuel Untermyer and Mrs. Isabel C. Davis, the first in a series of three lectures was given at the Berkeley Theatre on Thursday under the auspices of the International Child Welfare League. There was a demonstration of how children should be taught moral education by J. J. Gould, demonstrator for the British Moral Education League. The second lecture will be on Tuesday and the last on April 1.

Auxiliary No. 1 of the New York Diet Kitchen will give its sixth annual ball for the benefit of that institution on Wednesday evening, April 15, at the Plaza. It will be under the patronage of Mrs. Charles F. Dean, Mrs. Theodore J. Abbott, Mrs. Robert Lincoln Campbell, Mrs. Joseph H. Choate, Mrs. Edward M. Cook, Mrs. William B. Dunning, Mrs. John A. Fordyce, Mrs. De Forest Hicks, Mrs. John H. Huddleston, Mrs. Archer M. Huntington, Mrs. E. Francis Hyde, Mrs. Edward Ingraham, Mrs. Gordon Ogland, Mrs. J. A. Jeremiah, Mrs. Adrian H. Larkin, Mrs. George Leary, Mrs. August Lewis, Mrs. John R. MacArthur, Mrs. David I. McKee, Mrs. Thomas Macrae, Mrs. John G. McCullough, Mrs. Robert Hiecker Miller, Mrs. John A. Mitchell, Mrs. Henry K. Murphy, Mrs. Albrecht Pagenstecher, Mrs. C. E. H. Phillips, Mrs. Donald Scott, Mrs. Hermann R. Spelman, Mrs. Charles A. Knickerbocker, Mrs. Edward M. Knickerbocker, Mrs. Robert L. Streibek, Mrs. Lewis H. Thomas, Mrs. Henry Villard, Mrs. Oswald G. Villard, Mrs. Alexander von Gontard, Mrs. William H. Woodin and Mrs. C. K. Wright.

The American Criterion Society will hold its last luncheon of the season on Friday at the Plaza. Miss Mary Shaw will be the special guest of honor and will make an interesting address. A number of club presidents have also been invited as guests of honor, and Mrs. Leonard L. Hill, the president, will have as her guests on that occasion Mrs. Orlando Rouland and Mrs. Eugene Hoffman Porter. During the luncheon there will be music by Miss Cordelia Latham, contralto; Miss Louise Bussell and Miss Gertrude Fozard, sopranos. The society will close its season with a meeting on May 1.

At the meeting of the Electric Club on Wednesday morning at the Waldorf-Astoria the Rev. Thomas R. Bridges gave an interesting address on "The Philippines." George Reardon, barytone, and Mrs. George Reardon, soprano, were the soloists for the day, and Mrs. John Fowler Trow and Mrs. Thomas R. Bridges were the guests of honor. At this session nominations were made for the annual election, which will take place on Saturday, April 11. Mrs. Elbridge J. Moore, who is vice-president of the club, will retire this spring, as she spends so much of her time in Washington and is unable to attend to her duties as an officer of the club. She will remain on the governing board.

The National Society of Patriotic Women of America, Mrs. J. Heron Croxson, president, had a social meeting yesterday afternoon at the residence of Mrs. N. Archibald Shaw, 601 West End avenue. The annual meeting of the society will be held at the Waldorf-Astoria on the afternoon of April 1. There will be addresses and music.

The Federation for Child Study will hold its annual meeting at 2 West Sixty-fourth street on the afternoon of April 1. Prof. Franklin T. Baker of Teachers College will speak on "Children's Reading." The lecture will be followed by tea.

There was an unusually large attendance at the twenty-eighth anniversary luncheon of the Society for Political Study on Tuesday at the Hotel Astor. The guests of honor were Mr. and Mrs. Louis Annin Ames, Mrs. Elmer Blair, Mrs. Simon Baruch, Mrs. William B. Chapman, Mrs. Charles Griffin, Mrs. William Tod Helms, Mrs. George W. Howe, Mrs. Howard MacNutt, Miss Katherine Lurch, Mrs. A. M. Palmer, Mrs. Belle de Rivera, Mrs. May Riley Smith, Mrs. Edyth Totten, Mrs. Clarence B. Ross, Mrs. J. Hedges Crowell, Mrs. Walter Gahagan, Miss Florence Guernsey, Miss Mary G. Hay, Mrs. A. W. Losler, Mrs. Elmore McIntosh, Mrs. Noble McConnell, Mrs. Henry Pearson, Mrs. William T. Ropes, Mrs. Anna Steese Richardson, Mrs. John Fowler Trow, Mrs. Charlotte Wilbour and Mrs. Hugh L. Cooper.

The luncheon was followed by a most interesting programme. It was opened by the salutation by the president, Mrs. Austin Norman Palmer, and this was followed by a group of songs by Mrs. Katherine Lurch, addresses by Louis Annin Ames and Mrs. Anna Steese Richardson and the installation of officers. Mrs. George W. Howe was chairman of the luncheon committee and serving with her were Mrs. J. Hedges Crowell, Mrs. Florence Guernsey, Mrs. N. P. Annin, Mrs. George W. Hanna, Mrs. William Loebe, Mrs. John Bonnie, Mrs. W. S. Richardson, Mrs. John H. Judge, Mrs. James A. Allen, Mrs. J. Franklin Donnell, Mrs. Frank Kilton, Mrs. J. W. Loeb, Mrs. S. C. Morrison, Mrs. George Williams and Miss Agnes C. M. Melnick.

Miss Elsa Lucile Baar, daughter of Mrs. Frederick Baar, of 325 Central Park West, will be married to William John Ralston, son of Mr. and Mrs. Louis Ralston, of 266 West Seventy-ninth street, on April 23. The wedding will take place in the Church of the Heavenly Rest and the ceremony will be followed by a reception at the St. Regis.

The wedding of Miss Gertrude Gacogne Lyle, daughter of Mr. and Mrs. George H. Lyle of Hackensack, N. J., to Richard H. Arnault of this city will take place on April 8 in the Second Reformed Church, Hackensack.

An engagement just announced which is of interest in New York as well as Boston is that of Miss Helen Virginia Annelle, daughter of Mr. and Mrs. Allen Annelle of Boston, to Henry Clarke Coe, Jr., son of Dr. and Mrs. Henry Clarke Coe of 8 West Seventy-sixth street. No date has been set for the wedding, but it will be an event of June.

"I have always had a broom in my hand."